

I urge the FCC to block the sale of Rainbow 1 and corresponding assets. From an economic point of view, three competitors will provide better programming options and price levels to customers than two competitors would. If this sale is permitted to occur, I do not believe that Voom has a reasonable probability of survival and the result will be a giant step backwards in the growth of high-definition programming availability.

It is my belief that there is room in the marketplace for a third satellite provider. HDTV is the future of television and based on public announcements to date, neither Dish Network nor DirecTV understands this. If Voom were to keep Rainbow 1 in addition to their lease of Rainbow 2, then they would have the capacity to offer every HD channel available in addition to their very unique 21 exclusive HD channels. The increased capacity would also allow them to offer the majority of the standard definition channels, which in concert with offering every high definition channel available will result in a very compelling choice to potential satellite customers. This strong competitor will force other satellite and cable providers to improve their service offerings in order to retain their customers. This competition is vital and will not likely occur if the sale of Rainbow 1 is permitted to occur.